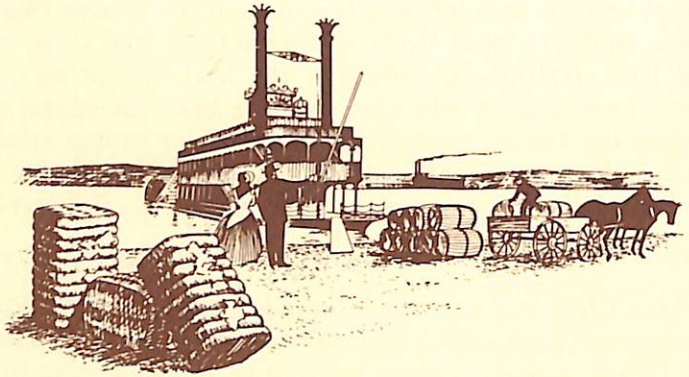
became the portage point for river commerce. Here goods were unloaded, transported around the non-navigable rapids, reloaded into flatboats and moved on up or down the stream.



Not until 1830, by which time Louisville was an important frontier town, was a canal opened around the falls and uninterrupted travel made possible. Today water behind McAlpine Locks and Dam covers the falls except in seasons of low water.

By the middle 1830's Louisville was a city of consequence, an outstation in the expanding New Orleans commercial empire. Men of wealth and influence came from that city and left their imprint on the social environment. By way of Pittsburgh came still another, and larger, wave of men seeking their fortunes in the west. In this lot were German businessmen who established stores and industries. These groups gave Louisville a diverse social and cultural background which holds to this day.

LOUISVILLE, The City at The Falls

By the time of the Civil War, which found Louisville an important Union Army supply center, the city had a population of more than 60,000.

Louisville's greatest development, however, came in the last 25 years. During that time it has blossomed into one of the most important industrial cities in the country. Today, among other things, Louisville is the nation's leading synthetic rubber, paint and varnish and whisky-producing city; it is second in cigarettes, home appliances and aluminum for home use and is high among the leaders in chemicals, furniture, printing, textiles and food processing. More than 120,000 people are employed in its 800 or so manufacturing plants.

The city has retained the cultural heritage passed on by its early settlers. It is unique because of the Louisville Fund, a public subscription "community chest of the arts" which provides a subsidy for the world-famed Louisville Orchestra, junior art and theater groups and other functions. Louisville has 11 colleges and universities, including the University of Louisville, the oldest municipal institution in the country. Today the Greater Louisville area boasts a population of more than 800,000.

This booklet is designed to make the stay of the tourist in Louisville more enjoyable. Presented by the Brown & Williamson Tobacco Corporation, it is divided into four tours—one inside the city and surrounding area and three to outlying areas of interest. Each of the tours may be made easily in a day's time.